

YouGov Survey Results

Sample Size: 1719 adults in GB
Fieldwork: 11th - 12th November 2021



Weighted Sample
Unweighted Sample

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1719	583	426	155	638	681	835	884	187	717	414	401	980	739	206	578	373	414	148
1719	576	433	160	709	667	731	988	156	649	431	483	1041	678	169	598	389	413	150
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you come across someone saying or displaying their pronouns, e.g. saying they go by “she/her” on their social media description

Yes I have	38	28	50	44	44	24	40	37	77	48	28	15	44	31	46	42	32	33	47
No I have not	42	50	36	42	40	53	39	45	14	34	49	62	41	43	35	42	46	43	39
Don't know / Can't recall	19	22	14	15	15	23	21	18	9	18	23	23	15	26	19	16	23	23	14

Many people use pronouns like “he/him” or “she/her”. Some people use non-gendered pronouns such as “they/them” or “ze/ zir” or other terms.

Thinking about the information people put on social media profiles, email signatures or when introducing themselves, which one of the following best describes your view?

Everyone should generally say / display their pronouns	10	11	9	10	8	10	10	9	14	7	6	16	9	10	10	8	13	10	10
Only those who want to should say / display their pronouns	48	40	60	60	59	39	43	53	62	52	52	31	54	41	53	49	45	47	52
People should generally not say / display their pronouns unless asked	17	23	11	10	12	23	19	14	12	17	16	20	18	15	11	20	15	15	21
Don't know	25	26	20	21	20	28	27	23	12	24	25	33	18	34	26	24	27	28	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is a good idea or bad idea for the following to have space so that people can show their chosen pronouns, should they want to?

Personal social media profiles

Good idea	28	15	41	38	34	17	24	32	62	32	19	13	29	25	35	26	28	25	32
Neither good nor bad idea	35	38	32	35	37	38	36	35	16	36	42	37	39	31	31	37	34	36	39
Bad idea	15	22	9	8	9	21	16	13	10	13	15	20	15	15	10	17	15	14	12
Don't know	22	25	17	19	20	24	25	20	12	20	24	29	17	29	23	21	23	25	17

Workers' name-badges

Good idea	24	15	37	30	29	16	21	28	51	26	18	16	26	22	28	23	25	24	26
Neither good nor bad idea	31	31	29	32	35	30	31	30	23	32	34	30	32	30	34	32	27	29	35
Bad idea	24	33	17	16	17	33	25	24	17	23	26	30	27	21	18	26	27	24	25
Don't know	20	21	17	22	19	21	22	19	10	20	22	24	15	27	20	20	21	23	14

Employees' email signatures

Good idea	23	12	36	30	30	13	20	27	45	27	18	13	27	18	29	22	24	22	25
Neither good nor bad idea	32	33	33	35	35	33	32	32	25	33	37	31	33	31	30	34	31	31	36
Bad idea	23	33	13	14	16	32	24	22	18	20	24	31	25	21	18	24	24	23	25
Don't know	21	21	18	20	19	22	24	19	13	21	21	26	15	29	23	20	21	24	14